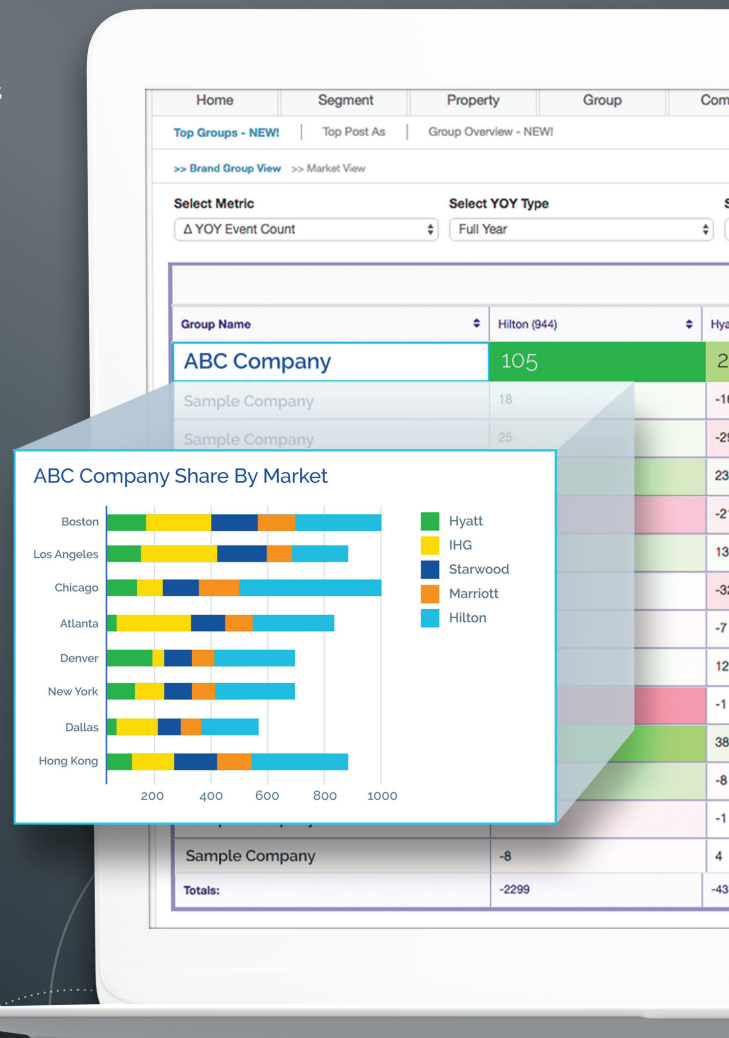# KNOWLAND

Meet Market Analytics:
Your Secret Weapon for Maximizing Revenue

Master Your Markets. Optimize Performance. Crush the Competition.

Hone your sales strategy across the enterprise and accelerate revenue growth with deep market and account intelligence. See how you can shift market share, uncover new opportunities, plan for growth and acquisitions, and improve performance at every level.

With Market Analytics, you can:

✔ Get perfect clarity into what's happening across the markets you compete in, including overall market dynamics, your share of actualized events, and group activity by segment

✔ Know why you are being outperformed by your competition — at the brand, account, and management company levels — and take informed action to shift share to your hotels

✔ Evaluate your portfolio against similar properties in other markets

✔ Determine top drivers of actualized group activity by account, market, brand, and competitive set

✔ Understand account potential beyond internal brand or management company data to effectively plan account strategy

✔ Target the right group segments in each market by quarter and by property type, based on actualized group data

✔ Pinpoint performance issues within your portfolio and quickly address them

✔ Agilely adjust sales strategy based on changing market conditions and competitive intelligence

✔ Strategically expand your portfolio to new markets, while decreasing acquisition costs

Easily Analyze Market Data & Quickly Uncover Powerful Insights

Market Analytics offers multiple ways to easily analyze tremendous amounts of actualized event data in Knowland's database. Dashboards, charts, graphs, and search options enable you to quickly benchmark performance by group segment, market, account, brand, and more. Finally, it's possible to proactively identify market trends and adapt your strategy to maximize revenue and new opportunities.
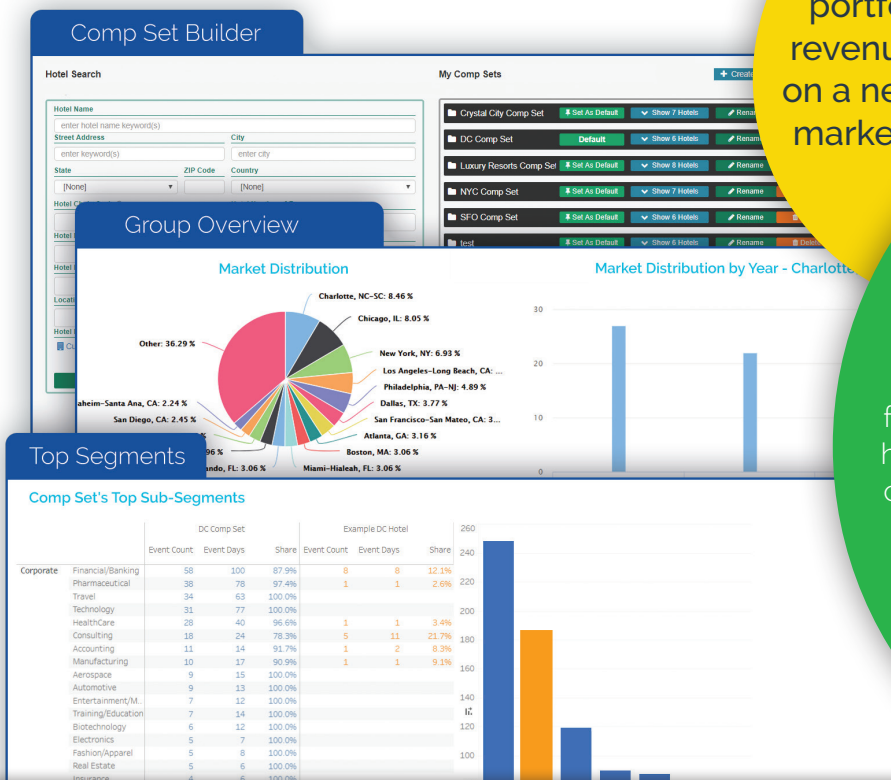
"Market Analytics answered the questions I had about what major group segments and subsets drive business into upscale properties in the cities where we're building hotels for our new brand. I discovered the number of events occurring in each market, which group segment to emphasize, and which quarters had higher concentrations of actualized events."

"I expanded our portfolio and grew revenue using data on a new market."

"Market Analytics showed me that, despite our assumptions, corporate meetings outweighed associations 3 to 1. I singled out the top 50 corporate groups driving business to the market at high-end chain scales. The data I found allowed me to advise my firm that this hotel's profile could be competitive with other higher-end properties in the area."

"I found out which accounts were driving my competitors' STR performance."

WHAT CUSTOMERS ARE SAYING ABOUT MARKET ANALYTICS

Maximize Your Revenue with Knowland

Knowland offers a suite of solutions that enable hotel properties, hotel brands, management companies, CVBs, and other meeting venues to maximize revenue potential and achieve group sales goals by delivering deep market intelligence. By combining powerful analytics with the industry's largest historical database of actualized events, we deliver insights that drive more revenue, accelerate growth, and optimize processes. See why thousands of organizations trust our solutions to achieve their goals.

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